



Fare Box Policy Focus Group

APPLICATION

WHAT

DART is in the early stages of updating its fare system -- the various ways that people pay to ride DART. (*IMPORTANT NOTE: DART is NOT proposing to increase fare prices.*)

WHY

DART will soon replace the fare boxes on buses. The new fare boxes will offer new ways for riders to pay for rides on DART, such as the addition of "smart cards."

WHEN

The focus group will meet two or three times this fall/winter. The first meeting will occur in early-mid September.

WHERE

DART Central Station, 620 Cherry Street, Des Moines

APPLICATION SUBMISSION AND QUESTIONS

MAIL:

DART
Attn: Gunnar Olson
620 Cherry Street
Des Moines, IA 50309

E-MAIL:

dart@ridedart.com

FAX:

515-283-8135
ATTN: Gunnar Olson

PHONE:

(515) 283-8100



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CONTACT INFORMATION

Name	
Home Street Address	
City, State ZIP Code	
Home Phone	
Work Phone	
E-Mail Address	

USE OF SERVICES

What is the purpose of most of your DART trips?

Work ____ School/College ____ Medical appointments ____ Other ____

RIDERSHIP

How often do you ride DART?

Daily ____ 3-5 times per week ____ 1 time per week ____ Monthly ____

Which Routes do you use the most? (Please list)

Do you have access to a car to complete the trip you use DART for?

Yes ____ Sometimes ____ No ____



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TRANSFERS

Do you regularly transfer between routes?

Yes _____ No _____

If yes, what routes do you transfer between?

PAYMENT

How do you pay your DART fare?

Cash ___ Cash & transfer slip ___ Weekly pass ___ Monthly Pass ___ Token ___

Do you participate in any of the following programs? *(Check all that apply)*

- ___ Unlimited Access (Free ride with employee ID card)
- ___ Employer Support Program (discounted passes from employer)

Are you eligible for any of DART's discount programs? *(Please check all that apply)*

- ___ Persons with Disabilities Program
- ___ Senior Citizen Program
- ___ Student Program
- ___ Refugee Program
- ___ Opportunities Thru Transit

DEMOGRAPHIC INFORMATION

DART strives to treat all of its riders fairly regardless of their income levels, ethnicity or English proficiency. DART wants to make sure its new fare policy is fair to everyone.

The following questions will help DART ensure that low-income, minority and Limited English Proficiency populations are represented in the focus groups. This information will **NOT** be used in any other way.

HOUSEHOLD

How many people live in your household, including children under 6?

___ 1 ___ 2 ___ 3-5 ___ 6-8 ___ 9-10 ___ 11+



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INCOME

What is your current annual household income?

Less than \$9,999

\$10,000 to \$19,999

\$20,000 to \$34,999

\$35,000 to \$49,999

\$50,000 to \$74,999

\$75,000 or more

LANGUAGE

How well do you speak English?

Very Well

Well

Not Well

Not at all

ETHNICITY

What is your ethnicity?

Caucasian/White

Latino/Hispanic

Other

African American/Black

Asian/Pacific Islander

AGREEMENT AND SIGNATURE

By submitting this application, I affirm that the facts set forth in it are true and complete.

Name (printed)	
Signature	
Date	

Please ensure all answers and information requested is provided. Incomplete applications are subject to rejection.

Thank you very much for your interest.
We will get back to you in late August if you are selected for the focus group.